

Please do not hesitate to protect localism in radio thus fostering a sense of community and relationship between the talent and their listeners.

Thank you.

I released two singles independently in the early 90's and all I did was send them to one local station in Boston where I lived and one to KROQ in LA and bam! I was cross country exposure. It was great that they liked my song and just saw fit to play them.

Local programming should definitely include the broadcast of a local high school game and music of local artists. How else to artists start out but by performing and building a following in their local community? If there is no local air play to support them how will they grow?

This should not be part of their localism requirement as their larger parent companies have corporate giving departments that reach all across the country covering events and sponsorships.

Voice tracking is inconsistent with the requirements to service a local area. However, some areas are so remote with very small local advertising dollars spent that voice tracking may be a wiser economic alternative for the station. It should be reviewed on a market size basis.

National playlists or any play list goes against the fundamentals of music radio. With these playlists there is no excitement to listening to the radio. The disc jockies used to be people who were truly excited about music and what artist was the next person to break out. They would be excited about playing a great tune they've heard for everyone to hear for the first time. Now, the jockies sound like they are just comedians on radio and rarely talk about any music at all unless they are promoting some event with a band. I don't think any I hear in Los Angeles except for Richard Blade actually really care about music at all. Playlists makes listening very boring especially to hear the same songs over and over again and the jockies are required to know less and less about artists.

I definitely think LPFM stations could benefit the music community again to help local artists build their following.

Thank you for considering my comments. I hope you will consider addressing this issue with a public proceeding.